

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 260-C2 - (CAMFFIRE) - Reg. No. M19518 - Page, 4/C Bleed - {5 5/8 x 7 3/4 inches}

Printed in U.S.A.

Digest Size, 1990  
(604)

The advertisement features a scenic landscape of a snow-covered mountain range under a twilight sky. In the foreground, a calm lake reflects the scene, with a small boat carrying two people. A pack of Alpine cigarettes is positioned centrally, its design mimicking a mountain peak with a green and white color scheme and the word "Alpine" in a stylized font. The pack is labeled "MENTHOL".

**REFRESH  
FOR LESS**

80% suggested retail price  
15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.**

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